VIRGINIA SLIMS
MERIT

The TASTE of FIRST CLASS

BENSON & HEDGES
B&H SPECIAL KINGS

Sample A. Sample
123 Main Street
Anytown, US 12345

Dear Sample Sample,

Did you ever notice how some people always seem to get the best deals? Like first class seating in planes and restaurants, and luxury hotel suites instead of rooms?

Well, that's what this "Taste of First Class" package is all about. We've enclosed carton coupons to save you $20 on some of America's finest menthol cigarette brands:

Benson & Hedges 100's
The long lasting, smooth tasting 100mm cigarette.

B&H Special Kings
Discover black & gold. Taste the smooth edge.

Merit
Great Taste, Low Tar.

Virginia Slims and Superslims from Virginia Slims
Great taste and a style that's all your own.

The choice is yours. It's a great way to enjoy premium quality menthol refreshment...and save.

Plus, each coupon you redeem is a chance to win a luxury Las Vegas vacation for two at The Stars' Desert Inn Hotel & Country Club.

Look inside for coupons and sweepstakes details. Then go "First Class" with America's Premium Menthol Cigarettes...
You could go all the way to Las Vegas!

Bob Ferrin

Bob Ferrin
Philip Morris U.S.A.

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P.S. Don't forget to "activate" your carton coupons by placing a brand sticker on each coupon. Coupons must be redeemed by December 31, 1993.

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See rules on back to enter sweepstakes without purchase.

Source: https://www.industrydocuments.ucsf.edu/docs/[illegible]

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